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GROUP 3600

COMMENT: CONFIDENTIAL

Received from <2818935258> at 2/26/03 12:41:45 PM [Eastern Standard Time]

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: McClung, G.L. III

Serial No: 09/375,451

Filed: 08/17/99

For: Improvements To
Business System§
§ Art Unit: 2761
§
§ Examiner: Raquel Alvarez
§
§ Atty Docket No: GLM III

Official

RESPONSE TO OFFICE ACTION MAILED 12/20/2002

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Box Non Fee Amendments
Commissioner For Patents
Washington, D.C. 20231

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Dear Sir:

This is a Response to the Office Action Mailed 12/20/2002. Without abandoning any invention or waiving any rights, please enter the amendments that follow.

Please cancel claims 38 - 54 and enter new claims 55 - 71:

55. A method for guaranteeing a consumer a best price on an item purchased from a vendor in a consummated final first transaction at a first price, the method comprising

recording the first price and information identifying the consumer;
monitoring the sales price of the item for a predetermined time period after purchase of the item by the consumer in the consummated final first transaction;

noting any price lower than the first price for the item during the predetermined time period following the purchase of the item;

calculating a money-value difference between the first price and said any price lower than the first price; and